

## Intervention: Increase the unit price of tobacco products

Finding: Sufficient evidence for effectiveness

### Potential partners to undertake the intervention:

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|---|--|
| <input checked="" type="checkbox"/> Nonprofits or local coalitions        | <input checked="" type="checkbox"/> Businesses or labor organizations                          |
| <input type="checkbox"/> Schools or universities                          | <input type="checkbox"/> Media   |
| <input type="checkbox"/> Health care providers                            | <input type="checkbox"/> Local public health departments                                       |
| <input type="checkbox"/> State public health departments                  | <input checked="" type="checkbox"/> Policymakers   |
| <input type="checkbox"/> Hospitals, clinics or managed care organizations | <input checked="" type="checkbox"/> Other: State, regional, and local tobacco control partners |

### Background on the intervention:

The unit price of tobacco products can be increased by raising the product excise tax through legislation at the state or national level. In several states, excise tax increases have provided revenue for comprehensive tobacco use prevention and control programs.

### Findings from the systematic reviews:

Price increases reviewed were effective among a variety of adolescents and young adults in the United States. Increases in the price of tobacco products also reduce tobacco use in older adults.

In seven of eight studies reviewed by the Guide to Community Preventive Services, increases in the price of tobacco products resulted in decreases in both the number of people who use tobacco and the quantity of tobacco they consume.

Median estimates from reviewed studies suggest that a 10 percent increase in the price of tobacco products will result in a 3.7 percent decrease in the number of adolescents that use tobacco and a 4.1 percent decrease in the amount of tobacco used by the general population.

### Additional information:

SmokeFree Wisconsin is one organization working to raise the unit price of tobacco products in Wisconsin. For more information, see [www.smokefreewi.org/](http://www.smokefreewi.org/).

### References:

Centers for Disease Control and Prevention. Strategies for reducing exposure to environmental tobacco smoke, increasing tobacco-use cessation, and reducing initiation in communities and health-care systems. A report on recommendations of the Task Force on Community Preventive Services. MMWR 2000;49 (No. RR-12): 1-12. Available online at: <http://www.cdc.gov/mmwr/PDF/rr/rr4912.pdf>

[Guide to Community Preventive Services](http://www.thecommunityguide.org/tobacco/) - [www.thecommunityguide.org/tobacco/](http://www.thecommunityguide.org/tobacco/)

Lantz PM, Jacobson PD, Warner KE, Wasserman J, Pollack HA, Berson J, Ahlstrom A. Investing in youth tobacco control: a review of smoking prevention and control strategies. Tobacco Control 2000; 9: 47-63.

Task Force on Community Preventive Services. Reviews of evidence regarding interventions to reduce tobacco use and exposure to environmental tobacco smoke. American Journal of Preventive Medicine 2001; 20 (2S):16-66. Available online at: <http://www.thecommunityguide.org/tobacco/tobac-AJPM-evrev.pdf>